



U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

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**POWER OF ATTORNEY BY ASSIGNEE OF  
ENTIRE INTEREST (REVOCATION OF PRIOR  
POWERS AND APPOINTMENT OF NEW POWER)**

Docket Number:  
**12724/2**

Application Number  
**09/216,206**

Filing Date  
**December 18, 1998**

Examiner  
**J. Myhre**

Art Unit  
**3622**

Invention Title  
**OPTIMIZED INTERNET ADVERTISING USING HISTORY TO  
SELECT SITES**

Inventor(s)  
**KAY et al**

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As assignee of the entire interest of the above-identified application by virtue of an executed Assignment, recorded in the U.S. Patent and Trademark Office, all powers of attorney previously given are hereby revoked and the following attorneys and/or agents are hereby appointed to prosecute and transact all business in the Patent and Trademark office connected therewith:

**Edward J. Handler, III** (Reg. No. 25,507)  
**Michelle M. Carniaux** (Reg. No. 36,098)  
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**BEH Investments LLC**

Date: 3/11/2003

By: Benzion Wachsman  
Name: **Benzion Wachsman**  
Title:

APRIL 12, 1999

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RECORDATION DATE: 12/18/1998

REEL/FRAME: 9682/0336  
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

KAY, HEIDI

DOC DATE: 12/14/1998

ASSIGNOR:

FRADIN, RUSSELL

DOC DATE: 12/14/1998

ASSIGNEE:

FLYCAST COMMUNICATIONS CORPORATION  
181 FREMONT ST., SUITE 200  
SAN FRANCISCO, CALIFORNIA 94105

SERIAL NUMBER: 09216206  
PATENT NUMBER:

FILING DATE: 12/18/1998  
ISSUE DATE:

SHARMALLA COATES, EXAMINER  
ASSIGNMENT DIVISION  
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01-12-1999



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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Heidi Kay  
Russell FradinAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: 12/14/98

## 2. Name and address of receiving party(ies):

Name: Flycast Communications Corp.

Internal Address: \_\_\_\_\_

Street Address: 181 Fremont St., Suite 280

City: San Francisco State: CA ZIP: 94105

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: 12/14/98

## A. Patent Application No.(s)

01/04/1999 PATTEN 00000059 09216206

03 FC:581

40.00 DP

## B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Elmer Galbi

Internal Address: \_\_\_\_\_

Street Address: 13314 Vermeer Drive

City: Lake Oswego State: OR ZIP: 97035

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

- ☒ Enclosed  
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## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Elmer Galbi

Name of Person Signing

Signature

Date

Total number of pages including cover sheet and attachments: 2

# ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned,

Heidi Kay whose address is 2025 Francisco Street, Apt. I, Berkeley, CA 94709

Russell Fradin whose address is 3600 Fillmore St. Apt. 303, San Francisco, CA 94123

1. Hereby sell, assign and transfer to FLYCAST COMMUNICATIONS CORP., a corporation of California, having a place of business at 181 Fremont St., Suite 200, San Francisco, CA 94105, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries:

(a) in and to any and all inventions which are disclosed in the application for United States Letters Patent, which was executed by the undersigned and is:

Entitled: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Date Executed: 12/14/98

Docket Number: EWG-079

(b) in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and (c) in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions;

2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and that, when requested, (at the expense of said Assignee, its successors, assigns and legal representatives), the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything reasonable which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

3. Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 12/14/98

Signature: Heidi Kay  
Heidi Kay

Date: 12/14/98

Signature: Russell Fradin  
Russell Fradin

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